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IN THE CLAIMS:

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1. (Cancelled)

2. (Currently amended) An LCD display device capable of controlling the density of visual presentation comprising:

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an LCD display for providing a visual presentation of output information in the form of combination of selected segments, the LCD display comprising a predetermined segment arrangement having a plurality of common terminals connected to its individual segments and a similar counter segment arrangement having a plurality of segment terminals connected to its counter segments, said individual segments and counter segments confronting with each other with an LCD material therebetween;

a two or more time-division dynamic LCD drive for driving the LCD display by applying controlled drive voltages to a selected one each of the common and segment terminals, and

a controller including dormancy determining means for selecting within a single frame period at least one predetermined dormant period T0 during which the resulting voltage difference between the common and segment terminals is zero ~~for which the voltage between all common and segment terminals is zero.~~

3. (Previously presented) An LCD display device according to claim 2, wherein the dormancy determining means includes M-determining means for determining an optimum density value M whose Integer indicates the number of time that dormant periods T0 appear sequentially within the single frame period.

4. (Previously presented) An LCD display device according to claim 3, further comprising input means for inputting signals representing pieces of information pertaining to factors causing adverse effects on the visual presentation of output information, such as

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temperature or drive voltage variation, said controller including dormancy discarding means responsive to the signals from the input means for making a decision as to whether or not the dormant period T0 is put in the frame period, whereby in the negative case the M-determining means is allowed to provide zero for the optimum density value whereas in the affirmative case the M-determining means is allowed to provide one or a whole number larger than one for the optimum density value.

5. (Previously presented) An LCD display device according to claim 4, wherein the input means is key switch means for supplying the controller with pieces of information representing different modes in which the LCD display device is used for particulars of the user.

6. (Previously presented) An LCD display device according to claim 3, wherein a series of frame periods is selected to be as an integral frame period, each of M frame periods selected in the integral frame periods selected in the integral frame being the one in which at least one dormant period T0 is put.

7. (Previously presented) An LCD display device according to claim 3, wherein the dormant period is equal to M times the drive voltage period T or M times a predetermined period "t" shorter than the drive voltage period.